

#### BEFORE THE ARIZONA CORPORATION COMMISSION

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**COMMISSIONERS** 

KRISTIN K. MAYES, Chairman

GARY PIERCE PAUL NEWMAN

SANDRA D. KENNEDY BOB STUMP

Trademark Capital Management, LLC, an

Blue Investments, LLC, an Arizona limited

Travis Richey and Melissa Boyd, Husband

Respondents.

Arizona limited liability company;

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In the matter of:

liability company;

and Wife;

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Arizona Corporation Commission DOCKETED

APR 21 2009

DOCKET NO. S-20603A-08-0370

DECISION NO.

70966

ORDER TO CEASE AND DESIST, ORDER OF RESTITUTION, ORDER FOR ADMINISTRATIVE PENALTIES AND CONSENT TO SAME

BY: RESPONDENTS TRADEMARK CAPITAL MANAGEMENT, LLC, BLUE INVESTMENTS, LLC AND TRAVIS RICHEY AND MELISSA BOYD

Respondents Trademark Capital Management, LLC, Blue Investments, LLC and Travis Richey and Melissa Boyd (a/k/a Melissa Richey), elect to permanently waive any right to a hearing and appeal under Articles 11 and 12 of the Securities Act of Arizona, A.R.S. § 44-1801 *et seq.* ("Securities Act") with respect to this Order To Cease And Desist, Order of Restitution, Order for Administrative Penalties and Consent to Same ("Order"). Respondents and Melissa Richey admit the jurisdiction of the Arizona Corporation Commission ("Commission") and admit only for purposes of this proceeding and any other administrative proceeding before the Commission or any other state agency, the Findings of Fact and Conclusions of Law contained in this Order and consent to the entry of this Order by the Commission.

I.

#### FINDINGS OF FACT

- 1. Travis A. Richey ("RICHEY") is an individual residing in Maricopa County, Arizona.
- 2. Trademark Capital Management, LLC ("TCM") is a limited liability company formed in Arizona on November 6, 2007 with its principal place of business in Phoenix, Arizona. RICHEY is the sole Managing Member of TCM.
- 3. Blue Investments, LLC ("BLUE") is a limited liability company formed in Arizona on November 6, 2007 with its principal place of business in Phoenix, Arizona. RICHEY is the sole Managing Member of BLUE.
- 4. TCM, BLUE, and RICHEY may be referred to collectively as "Respondents," as the context so requires.
- 5. RICHEY and Melissa Boyd, a/k/a Melissa Richey ("M. RICHEY") were married on May 23, 2008 and are still married. M. RICHEY may be referred to as "Respondent Spouse." Respondent Spouse was joined in this action under A.R.S. § 44-2031(C) solely for purposes of determining the liability of the marital community. From at least May 23, 2008 to the present, RICHEY has been acting for his own benefit and for the benefit or in furtherance of the marital community. At all times relevant, Respondent Spouse resided in Arizona.
- 6. From at least December 2007 to July 2008, Respondents offered and sold securities to at least thirteen (13) investors within or from Arizona, for a total of at least \$3,028,850.24. Of this amount, at least seven (7) investments totaling \$1,752,850.24 were sold after RICHEY and Respondent Spouse were married.
- 7. Respondents will be credited with restitution paid to investors in the amount of \$27,970.00, of which \$18,050.00 was paid to investors after RICHEY and Respondent Spouse were married.

#### TCM WEBSITE OFFFERING

- 8. From at least April 7, 2008, TCM, solicited the general public through the TCM website at <a href="http://www.trademarkcapitalmanagement.com/">http://www.trademarkcapitalmanagement.com/</a>, including a Potential Arizona Investor ("PAI"), by providing on the TCM website under an Investment tab, among other things, as follows:
  - "[...]. WE ARE **OFFERING UNSECURED NOTES WITH 24-MONTH TERMS BEARING AN ANNUAL PERCENTAGE RATE OF 24% ("APR")**. INTEREST WILL BE PAID MONTHLY OR QUARTERLY AS ELECTED BY INVESTOR. THERE IS NO AGGREGATE OFFERING LIMIT UNDER THIS OFFERING. [...]." (bold emphasis added)
- 9. TCM's website at <a href="http://www.trademarkcapitalmanagement.com/">http://www.trademarkcapitalmanagement.com/</a> was still available on the internet for viewing by the general public, as of May 13, 2008, for all internet users to view the unsecured promissory notes solicitation and investment description, without password protection or restricted access.
  - 10. TCM is not a registered dealer or salesman.
  - 11. The unsecured promissory notes are neither registered nor exempt from registration.

### **BLUE PROMISSORY NOTE**

- 12. BLUE, offered and sold unregistered securities, in the form of a promissory note(s), within or from Arizona. The promissory note(s) was executed by RICHEY as managing member, on behalf of BLUE.
- 13. RICHEY solicited PAIs and/or investors directly or through third parties, some of whom, who received compensation for referring investors.
- 14. RICHEY, on behalf of BLUE, executed a promissory note with at least thirteen (13) investors within or from Arizona, with promised annual rates of return ranging from 24% to 60% for a total of at least \$3,028,850.24. Interest was due monthly or quarterly as elected by the investor.

- 15. RICHEY represented to at least one investor that their monies received would be pooled and then submitted to a bank, then the bank would use the monies as collateral to borrow from the Federal Reserve, up to ten times (10x) the investor amounts pooled and submitted to the bank.
- 16. RICHEY represented that the money borrowed by the bank through the Federal Reserve would allow the bank to conduct its business and lending operations to obtain high returns and this allowed the bank to pay RICHEY, who in turn could pay the investor their stated returns.
- 17. RICHEY represented that the investment was safe and that the only risk of loss is if the bank were to go bankrupt.
- 18. RICHEY represented to another investor that the promissory note payments would be derived from BLUE's "capital leasing" operations which involved third parties. However, RICHEY failed to provide adequate disclosure regarding this "capital leasing" transaction, including but not limited to, BLUE's financials, background, experience or balance sheet and failed to provide adequate disclosure of the third party involved, including but not limited to, the third party's identity, financials, background, experience and balance sheet.
- 19. RICHEY represented to at least one investor that their rate of return and/or investment was guaranteed. However, RICHEY could not guarantee such a return since the investment was unsecured and in fact missed certain interest payments. At least one investor has requested the return of their principal investment and has not been repaid.
- 20. BLUE is not a registered dealer and RICHEY is not a registered salesman with the commission.
- 21. The BLUE Promissory note(s) are not registered securities or exempt from registration.

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#### SHELF CORPORATION PROGRAM

- 22. From at least February 6, 2008 RICHEY, publicly offered unregistered securities in the form of investment contracts within or from Arizona, to at least one PAI.
- 23. RICHEY, presented two (2) opportunities to the PAI to invest their monies with RICHEY to obtain a return based on his investment management and efforts.
- 24. RICHEY solicited PAIs and/or investors directly or through third parties, some of whom, who received compensation for referring investors
- 25. The first investment opportunity described was a direct investment by the PAI and/or investor into what RICHEY commonly referred to as a "Hedge Fund" that he represented he managed and that had assets of approximately \$117,000,000.
- 26. The PAI and/or investor who invest into the Hedge Fund would obtain a return based on RICHEY's management and control; however, RICHEY does not manage a fund with assets of approximately \$117,000,000 or any value close to it.
- 27. RICHEY also presented a second investment opportunity, when he represented to a PAI and/or investor that he could obtain borrowed money for the PAI and/or investor to invest into the Hedge Fund by following the multi-step program, which was to (a) purchase a "Shelf Corporation" from RICHEY (b) obtain an unsecured, revolving line of credit through the Shelf Corporation with RICHEY's aid and connections and (c) invest the monies received from the line of credit in RICHEY's Hedge Fund, to secure a profit and stated return.
- 28. In describing the first phase of the multi-step program to obtain borrowed money to invest, RICHEY represented that a Shelf Corporation is a corporation that usually is only established in name, has no assets or liabilities, kept for a certain period of time to give the appearance of business history, and is available for immediate purchase.
  - 29. RICHEY also represented that, among other things:

- a) He has Shelf Corporations that are aged 10 years; however all LLC filings with the Commission reveals that the oldest LLC that RICHEY owns or is a member of is one from 2005;
- b) That purchasing a Shelf Corporation would grant the PAI access to investment capital; and
- c) That he has relationships with reputable, long established lenders such as Bank of America, Washington Mutual, Chase, and Wachovia;
- 30. For the second phase of the multi-step program to obtain borrowed money to invest, RICHEY represented that he would secure the line of credit for the PAI and/or investor.
  - 31. RICHEY also represented, among other things:
- a) That approval of a credit line from lenders would be obtained within 45 days from the purchase date of a Shelf Corporation; and
- b) That he was currently acquiring unsecured and revolving lines of credit ranging from approximately \$500,000 to \$2,000,000, with no personal guarantees needed, from the above lenders.
  - 32. The TCM website also provided a general overview of shelf corporations.
- 33. In the final step of the multi-step program to obtain borrowed money to invest, RICHEY stated that he would manage the funds secured from the line of credit by investing into a pre-existing Hedge Fund that he controlled and that had assets of approximately \$117,000,000, to secure a guaranteed return of 2% per month or 3% if payments were made quarterly. However, RICHEY does not manage a fund with assets of approximately \$117,000,000 or any value close to it.
- 34. The Hedge Fund was described as conducting "capital leasing" activities with third parties. However, RICHEY failed to provide adequate disclosure regarding this "capital leasing" transaction, including but not limited to, the Hedge Fund's financials, background, experience or

balance sheet and failed to provide adequate disclosure of the third party involved, including but not limited to, the third party's identity, financials, background, experience and balance sheet.

- 35. RICHEY represented to at least one PAI or investor that he holds a National Association of Securities Dealers ("NASD<sup>1</sup>") Series 6 Investment Company Products & Variable Contracts Representative, NASD Series 7 General Securities Representative, and NASD Series 63 Uniform Securities Agent State Law brokerage licenses. However, RICHEY does not hold any of the above licenses.
- 36. The investment contract(s) are not registered securities with the Commission nor exempt from registration.
- 37. At all times relevant, neither RICHEY, BLUE nor TCM were registered as a dealer or a salesman with the Commission.

#### II.

#### **CONCLUSIONS OF LAW**

- 1. The Commission has jurisdiction over this matter pursuant to Article XV of the Arizona Constitution and the Securities Act.
- 2. Respondents offered or sold securities within or from Arizona, within the meaning of A.R.S. §§ 44-1801(15), 44-1801(21), and 44-1801(26).
- 3. Respondents violated A.R.S. § 44-1841 by offering or selling securities that were neither registered nor exempt from registration.
- 4. Respondents violated A.R.S. § 44-1842 by offering or selling securities while neither registered as dealers or salesmen nor exempt from registration.
- 5. Respondents violated A.R.S. § 44-1991 by (b) making an untrue statement of material fact, or omit to state any material fact necessary in order to make the statements made, in

<sup>&</sup>lt;sup>1</sup> The National Association of Securities Dealers ("NASD") is now known as Financial Industry Regulatory Authority ("FINRA") as of July 2007.

light of the circumstances under which they were made, not misleading and (c) engaging in transactions, practices, or courses of business that operate or would operate as a fraud or deceit.

Respondents' conduct includes, but is not limited to, the following:

- a) RICHEY misrepresented that he has a Hedge Fund with assets of approximately \$117,000,000 under management; however, RICHEY do not manage a fund with assets of approximately \$117,000,000 or any value close to it;
- b) RICHEY misrepresented that the BLUE note investment and payments are safe and that the only risk of loss is if the bank were to go bankrupt;
- c) RICHEY represented to at least one investor that their rate of return and/or investment was guaranteed. However, RICHEY could not guarantee such a return since he was not secured or collateralized and in fact missed certain interest payments. At least one investor has requested the return of their principal investment and has not been repaid;
- d) Failed to provide adequate disclosure regarding "capital leasing" transactions, including but not limited to, the Hedge Fund's and/or BLUE's financials, background, experience or balance sheet and failed to provide adequate disclosure of the third party involved, including but not limited to, the third party's identity, financials, background, experience and balance sheet; and
- e) RICHEY misrepresented to at least one PAI that RICHEY holds a National Association of Securities Dealers ("NASD") Series 6 Investment Company Products & Variable Contracts Representative, NASD Series 7 General Securities Representative, and NASD Series 63 Uniform Securities Agent State Law brokerage licenses. However, RICHEY does not hold any of the above licenses.
- 6. Respondents' conduct is grounds for a cease and desist order pursuant to A.R.S. § 44-2032.
- 7. Respondents' conduct is grounds for an order of restitution pursuant to A.R.S. § 44-2032.

- 8. Respondents' conduct is grounds for administrative penalties under A.R.S. § 44-2036.
- 9. From May 23, 2008 to the present, RICHEY has been acting for his own benefit and for the benefit or in furtherance of their respective marital community and, pursuant to A.R.S. §§ 25-214 and 25-215, this Order of restitution and administrative penalties is a debt of RICHEY and Respondent Spouse's marital community as set forth below.

#### III.

#### **ORDER**

THEREFORE, on the basis of the Findings of Fact, Conclusions of Law, and Respondents' consent to the entry of this Order, attached and incorporated by reference, the Commission finds that the following relief is appropriate, in the public interest, and necessary for the protection of investors:

IT IS ORDERED, pursuant to A.R.S. § 44-2032, that Respondents and Respondent Spouse, and any of Respondents' and Respondent Spouse's agents, employees, successors and assigns, permanently cease and desist from violating the Securities Act.

IT IS FURTHER ORDERED that Respondents and Respondent Spouse comply with the attached Consent to Entry of Order.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2032, that TCM, BLUE and RICHEY shall, jointly and severally, pay restitution to the Commission in the Amount of \$3,000,880.24. Of this amount, the marital community of M. RICHEY shall, jointly and severally with RICHEY, pay restitution to the Commission in an amount of \$1,734,800.24. Payment shall be made in full on the date of this Order. The Commission shall allocate restitution payments between RICHEY and M. RICHEY's marital community obligations on a pro-rata basis until paid in full. Any amount outstanding shall accrue interest at the rate of 10% per annum from the date of this Order until paid in full. Payment shall be made to the "State of Arizona" to be placed in an interest-bearing account controlled by the Commission. The Commission shall disburse the funds

on a pro-rata basis to investors shown on the records of the Commission. Respondents will be given credit for additional restitution paid to investors shown on the records of the Commission. Any restitution funds that the Commission cannot disburse because an investor refuses to accept such payment shall be disbursed on a pro-rata basis to the remaining investors shown on the records of the Commission. Any funds that the Commission determines it is unable to or cannot feasibly disburse shall be transferred to the general fund of the state of Arizona.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2036, that TCM, BLUE and RICHEY shall, jointly and severally, pay an administrative penalty in the amount of \$100,000. Of this amount, the marital community of M. RICHEY shall, jointly and severally with RICHEY, pay an administrative penalty of \$50,000. The Commission shall allocate administrative penalty payments between RICHEY and M. RICHEY's marital community obligations on a pro-rata basis until paid in full. Payment shall be made to the "State of Arizona." Any amount outstanding shall accrue interest at the rate of 10% per annum from the date of this Order until paid in full. The payment obligations for these administrative penalties shall be subordinate to any restitution obligations ordered herein and shall become immediately due and payable only after restitution payments have been paid in full or upon Respondents' default with respect to Respondents' restitution obligations.

For purposes of this Order, a bankruptcy filing by any of the Respondents shall be an act of default. If any Respondent does not comply with this Order, any outstanding balance may be deemed in default and shall be immediately due and payable.

Decision No. **70966** 

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#### CONSENT TO ENTRY OF ORDER

- 1. Trademark Capital Management, LLC ("TCM"), Blue Investments, LLC ("BLUE"), Travis A. Richey ("RICHEY") (collectively "Respondents") and Melissa Richey ("M. RICHEY" or "Respondent Spouse") admit the jurisdiction of the Commission over the subject matter of this proceeding. Respondents and Respondent Spouse acknowledge that each has been fully advised of their respective right to a hearing to present evidence and call witnesses and Respondents and Respondent Spouse knowingly and voluntarily waive any and all rights to a hearing before the Commission and all other rights otherwise available under Article 11 of the Securities Act and Title 14 of the Arizona Administrative Code. Respondents and Respondent Spouse acknowledge that this Order to Cease and Desist, Order for Restitution, Order for Administrative Penalties and Consent to Same ("Order") constitutes a valid final order of the Commission.
- 2. Respondents and Respondent Spouse knowingly and voluntarily waive any right under Article 12 of the Securities Act to judicial review by any court by way of suit, appeal, or extraordinary relief resulting from the entry of this Order.
- 3. Respondents and Respondent Spouse acknowledge and agree that this Order is entered into freely and voluntarily and that no promise was made or coercion used to induce such entry.
- 4. Respondents and Respondent Spouse acknowledge that they have been represented by an attorney in this matter, Respondents and Respondent Spouse has reviewed this Order with their attorney, Michael Salcido, and understand all terms it contains. Respondents and Respondent Spouse acknowledge that they have been apprised of their rights by their attorney regarding any conflicts of interest arising from dual representation. Respondents and Respondent Spouse acknowledge that they have each given their informed consent to such representation.
- 5. Respondents and Respondent Spouse admit only for purposes of this proceeding and any other administrative proceeding before the Commission or any other state agency, the

Findings of Fact and Conclusions of Law contained in this Order. Respondents and Respondent Spouse agree that they shall not contest the validity of the Findings of Fact and Conclusions of Law contained in this Order in any present or future administrative proceeding before the Commission or any other state agency concerning the denial or issuance of any license or registration required by the state to engage in the practice of any business or profession.

- 6. By consenting to the entry of this Order, Respondents and Respondent Spouse agree not to take any action or to make, or permit to be made, any public statement denying, directly or indirectly, any Finding of Fact or Conclusion of Law in this Order or creating the impression that this Order is without factual basis. Respondents and Respondent Spouse will undertake steps necessary to assure that all of their respective agents and employees understand and comply with this agreement.
- 7. While this Order settles this administrative matter between Respondents, Respondent Spouse and the Commission, Respondents and Respondent Spouse understand that this Order does not preclude the Commission from instituting other administrative or civil proceedings based on violations that are not addressed by this Order.
- 8. Respondents and Respondent Spouse understand that this Order does not preclude the Commission from referring this matter to any governmental agency for administrative, civil, or criminal proceedings that may be related to the matters addressed by this Order.
- 9. Respondents and Respondent Spouse understand that this Order does not preclude any other agency or officer of the state of Arizona or its subdivisions from instituting administrative, civil, or criminal proceedings that may be related to matters addressed by this Order.
- 10. Respondents agree that they will not apply to the state of Arizona for registration as a securities dealer or salesman or for licensure as an investment adviser or investment adviser representative until such time as all restitution and penalties under this Order are paid in full.

- 11. Respondents agree that they will not exercise any control over any entity that offers or sells securities or provides investment advisory services within or from Arizona until such time as all restitution and penalties under this Order are paid in full.
- 12. Respondents agree that they will not sell any securities in or from Arizona without being properly registered in Arizona as a dealer or salesman, or exempt from such registration; Respondents will not sell any securities in or from Arizona unless the securities are registered in Arizona or exempt from registration; and Respondents will not transact business in Arizona as an investment adviser or an investment adviser representative unless properly licensed in Arizona or exempt from licensure.
- 13. Respondents and Respondent Spouse agree that they will continue to cooperate with the Securities Division including, but not limited to, providing complete and accurate testimony at any hearing in this matter and cooperating with the state of Arizona in any related investigation or any other matters arising from the activities described in this Order.
- 14. Respondents and Respondent Spouse acknowledge that any restitution or penalties imposed by this Order are obligations of Respondents and RICHEY and Respondent Spouse's marital community, as set forth therein.
- 15. Respondents and Respondent Spouse consent to the entry of this Order and agree to be fully bound by its terms and conditions.
- 16. Respondents and Respondent Spouse acknowledge and understand that if they fail to comply with the provisions of the order and this consent, the Commission may bring further legal proceedings against them, including application to the superior court for an order of contempt.
- 17. Respondents and Respondent Spouse understand that default shall render them liable to the Commission for its costs of collection and interest at the maximum legal rate.
- 18. Respondents and Respondent Spouse agree and understand that if they fail to make any payment as required in the Order, any outstanding balance shall be in default and shall be

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1	immediately due and payable without notice or demand. Respondents and Respondent Spouse
2	agree and understand that acceptance of any partial or late payment by the Commission is not a
3	waiver of default by Commission.
4	19. RICHEY represents that he is the managing member of TCM and BLUE and has
5	been authorized by TCM and BLUE to enter into this Order for and on their behalf.
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8	Travis A. Richey
9	Mylissa Kychus
10	Melissa Richey (a/k/a Melissa Boyd)
11	STATE OF ARIZONA ) ) ss
12	County of )
13	SUBSCRIBED AND SWORN TO BEFORE me this 6th day of March, 2009.
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15	NOTARY PUBLIC
16	My commission expires:
17	3/15/10 BRYAN ANDERSON
18	Notary Public - Arizona Maricopa County
19	Expires 03/15/10
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1	Blue Investments, LLC, an Arizona limited liability company
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3	By: Travis A. Richey
4	Its: Managing Member
5	STATE OF ARIZONA )
6	) ss
7	County of )
8	SUBSCRIBED AND SWORN TO BEFORE me this day of day of day of 2009.
9	
10	NOTARY PUBLIC
11	My commission expires:  BRYAN ANDERSON
12	Notary Public - Arizona Maricopa County
13	Expires 03/15/10
14	Trademark Capital Management, LLC, an Arizona limited liability company
15	
16	By: Travis A. Richey
17	
18	Its: Managing Member
19	STATE OF ARIZONA ) ss
20	County of )
21	SUBSCRIBED AND SWORN TO BEFORE me this day of March, 2009.
22	
23	
24	NOTARY PUBLIC
25	My commission expires:  BRYAN ANDERSON  Notary Public - Arizona  Maricopa County
26	S/15 (6) Expires 03/15/10
- 1	